

# Business Model Engineering

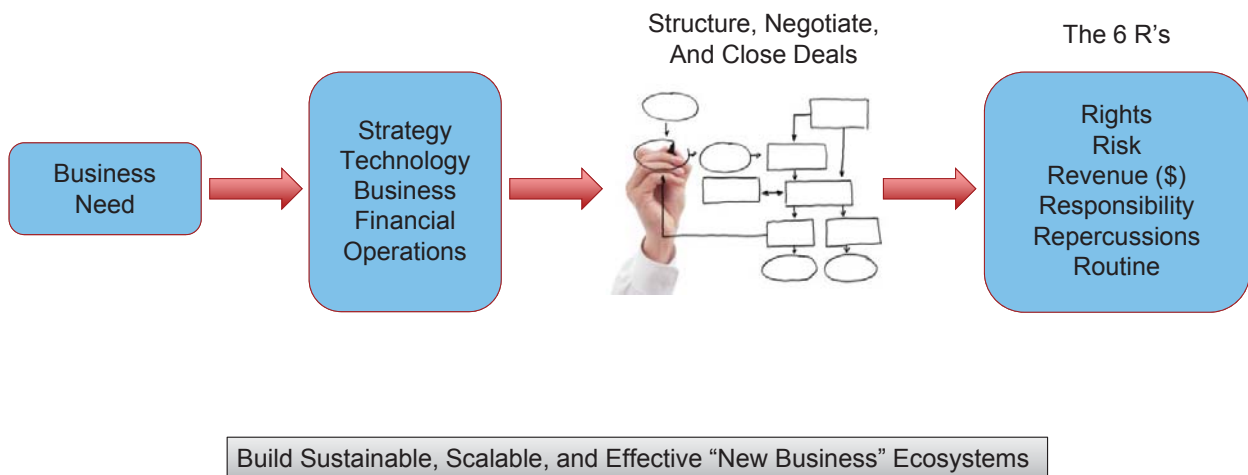
Creating new business and technology, and leveraging them successfully into the market

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CLE May 2017



***What is Business  
Model Engineering?***

## What is Business Model Engineering?



## Areas of Knowledge/Leadership - Business/Legal/Alliance

### Business Areas:

Technology/R&D  
 Finance  
 Operations  
 Manufacturing  
 Marketing  
 Sales  
 IT  
 Human Resources  
 Legal  
 Business GMs  
 Logistics  
 Quality/Safety  
 Comms/PR  
 International

### Legal Areas:

Commercial  
 Corporate  
 Litigation  
 IP  
 Regulatory  
 Advertising  
 Employment  
 Gov Relations  
 Immigration  
 Insurance  
 M&A  
 Real Estate  
 Tax  
 Human Resources

### Alliance Areas:

6. Process/ Governance  
 6. ECO  
 4. Forecasts  
 6. Order Process  
 5. Termination  
 4. Deliverables  
 3. Payment Terms  
 3. Financials/Pricing  
 4. Qual/Reliability  
 6. RMA  
 4. Testing/FA  
 2. Indemnity  
 2. Warranty  
 2. Limitation of Liability

4. Confidentiality  
 5. Dispute Resolution  
 1. Exclusivity/Preference  
 1. Licenses  
 1. IP Ownership/Protection  
 4. Reporting  
 1. Audit  
 4. Non-Compete/Solicit  
 2. Insurance  
 2. On-Site Liability  
 6. Outsourcing  
 1. PR/Marketing  
 1. Third Party Terms  
 4. Scope of Work

1. Rights  
 2. Risk  
 3. Revenue (\$)  
 4. Responsibility  
 5. Repercussions  
 6. Routine

1. Agency  
 4. Legal Compliance  
 1. Implied Rights  
 6. Entire Agreement  
 6. Written Mods  
 6. Notice  
 1. Assignment  
 2. Waiver  
 1. Survival  
 6. Construction  
 6. Language  
 2. Force Majeure  
 6. Governing Law  
 6. Forum  
 3. Attorney Fees  
 6. Doc Priority

*Business Model Engineering – Lawyers Can Make Great Conductors*



***Developing a  
Technology Supply  
Chain and  
Ecosystem***

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## Title search: Documents Suggesting Incident Response Plans

Also available as part of the eCourse

[2017 Technology Law eConference](#)

First appeared as part of the conference materials for the  
30<sup>th</sup> Annual Technology Law Conference session

"Cyber Security Governance—Addressing Emerging Expectations"